

A PROJECT REPORT ON
“MARKET RESEARCH ON LEVONADIFLOXACIN”

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FOR WOCKHARDT PHARMACEUTICALS



A REPORT IS SUBMITTED IN PARTIAL FULFILMENT OF
PHARMACEUTICAL MBA PROGRAM AT IIHMR UNIVERSITY

SUBMITTED TO

MR. PANKAJ KUMAR

DATE- 23RD May 2033

AUTHORISATION

This report is submitted as a part of the internship program at my company **WOCKHARDT PHARMACEUTICALS** in partial fulfilment of the requirement of the MBA Program at IIHMR University.

Name- Rishi Pratap Singh

Date-23rd May 2023

ACKNOWLEDGEMENT

It is often said that without mentioning the people who made this task a success, full completion can't be said to happen.

With all my heart and gratitude, I would like to showcase my token of appreciation to my guide, Mr. Pankaj Kumar, whose invaluable help, keen supervision, support, continuous inspiration, valuable guidance and close supervision throughout whole project, helped to make it a great success.

Also I would like to mention my university mentor Dr. Surya Prakash for providing me with all the guidance and support and knowledge without which I could not have done this project.

I would like to thank my friend and family for their unconditional support during this journey.

Date: - 23rd May 2023

Location: - Delhi

Rishi Pratap Singh

IIHMR UNIVERSITY

EXECUTIVE SUMMARY

The project I was working on encompassed a Research molecule Levonadifloxacin (by Wockhardt Ltd) and I was supposed to perform market research on the same.

A questionnaire was prepared and was given to the doctors to fill it up. This was done to find out the acceptance of new molecule by the doctors and the prescribing behaviour towards the same.

During the time of market research, I had attended 50 doctors. In which it was seen that different speciality of the doctor prescribed levonadifloxacin for different indications.

While surveying the chemist it was found that Emrok was the only brand of levonadifloxacin and teicoplanin, vancomycin, daptomycin and linezolid were the indirect competitor of levonadifloxacin .which are also used for treating Gram-positive MRSA pathogen.

The report also investigates the fact that the analysis conducted had limitations:-

1. Lack of cooperation from doctors and chemists.
2. As per my findings, the company need to reach out to more doctors as well as chemist such that the products of the company are identified by them and an effective positive relationship is established which would in turn increase the sales of the products exponentially.

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INTRODUCTION TO PHARMA MARKETING AND MARKET RESEARCH

The final task of the development information is the marketing in the pharmaceutical industry in which the researches are converted into effective treatment tools and in which the knowledge is gradually presented as well as streamlined in the health care system. Therefore, the exchange of this knowledge or research from doctors is an important factor in drug development. By carefully providing an clear insight of symptomatic dealers, it helps targeted drug delivery to each patient's needs. It is currently, one of the significant systematic information control for stakeholders about all the available options like availability, safety, etc. The cost of drug marketing is high, but it is common in big tech companies that without fail transfer information to professional users. The extra expense is compensate by the competitive market price.

Pharmaceutical market research provides insights into the demand in the target market and how to enhance the overall healthcare market experience.

A good pharmaceutical research project can expose industry trends and help predict the market growth. It describes how well a company performs or does not perform well in terms of its customer engagement, marketing efforts and distribution strategies. It can provide the raw data needed to create an accurate benchmark and can expose unmet needs. These facts help shareholders, who use them to focus and direct decisions, shape the future of their business

ABOUT WOCKHARDT PHARMA

It is one of the reputed pharmaceutical organizations with a global presence. It strives to make a better world in terms of health by effective and affordable medicines. Also in India, it strives to maintain an outreach presence along with chain of super advanced health facilities at various locations.

Wockhardt, in a nutshell can be described as a Indian global company with more than 8000 associates from more than 20 nations across the globe. With three centers of researches coupled with more than 10 plant for manufacturing purposes and also the range of business that includes manufacturing and pharmaceutical in marketing and biopharmaceuticals, etc.

The company provides a wide range of products – Antibiotics, NSAIDs, Gastrointestinal, Nutritional, Pain Management, Stroke Management and other segments. Its leading brands include Emrok, Emrok O, Meriwok, Reinvexin, Wosulin 30/70, Wosulin R Dispo, Decdan Injection.

With special mention of splendid facility in Aurangabad, with more than 5 manufacturing unit having capability of recombinant bio tech. It has its own target in this world class performance.

With this, company has established an advanced capability to produce almost all typed of products like sterile injectable products, etc. It has very qualified workers that operate more than 10 unit of manufacturing in India, USA and Europe that meet US FDA, UK MHRA and EMEA requirements.



MISSION AND VISION

Focus on enhancing the access, affordability and reduce the malice of disease coupled with enhancing improvement in quality life.

THE COMPANY IS DEALING IN VARIOUS THERAPIES

1. Anti-biotics 2. Anesthesiology. 3. Gastroenterology
4. Stroke management 5. Pain management 6. Diabetes
7. Anemia Management 8. Vitamin, Mineral & Nutrition & Others.

OBJECTIVE AND PURPOSE OF THE REPORT

OBJECTIVE-

- The objective of this report is to find out about the different prescriptions being prescribed by the doctors of the molecule provided by the company.
- To understand the perception of doctors towards these particular molecules.

PURPOSE-

- The final report is a written part of the dissertation evaluation. This report contains the work I did during my 80 days dissertation at Wockhadrt Pharma.
- This report is an attempt to document the analysis and findings I made during my 80 days of the dissertation.
- This report will help the company to understand the current scenario of another indirect competitor molecule.

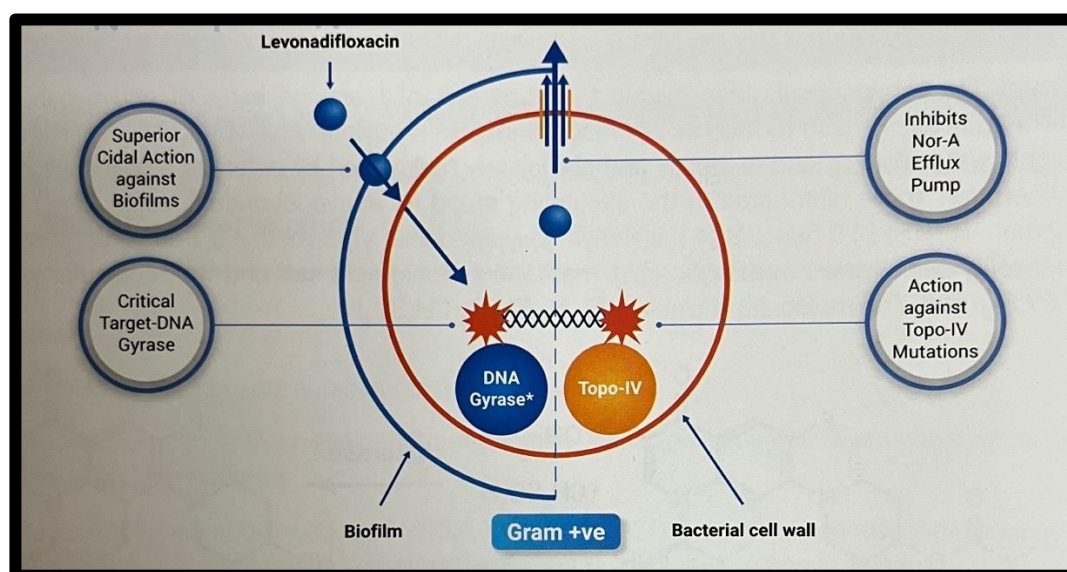
ABOUT THE /MOLECULE

Levonadifloxacin: -

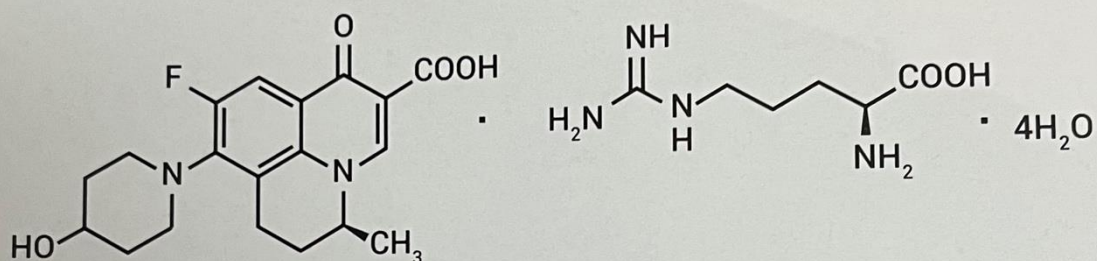
- Novel benzoquinolizine subclass of fluoroquinolones.
- Broad spectrum activity against Gram-positive, quinolone-sensitive Gram-negative, atypical and anaerobic bacteria.
- Has established activity against MRSA, hVRSa, VRSa and against respiratory pathogens like S.pneumoniae (penicillin and macrolide-resistant), and H. influenza.
- Demonstrated significantly favorable permeation and eradication of biofilm polymatrix layers.
- Superior bactericidal action against slow-growing staphylococci.
- Unusual ability to retain potency at an acidic PH of 5.5 .
- Matching Pharmacokinetic (PK) profile of oral and intravenous formulation makes it easier to switch from parenteral to oral therapy.
- Excellent bioavailability (approx..90%) of oral formulation both in fasting and fed state.
- No dose adjustment is necessary in patients with hepatic impairment.
- Superior safety- No QT prolongation, Phototoxic potential and hepatic enzyme elevation.

MOA of Levonadifloxacin: -

- **DNA gyrase and topoisomerase IV are important bacterial enzymes that are critical for DNA replication, Transcription, repair and recombination. Levonadifloxacin demonstrate activity of bacteria by inhabiting the DNA gyrase and also the topoisomerase 4, with high affinity towards the former.**
- **Owing to high affinity of above mentioned bio substance, Levonadifloxacin has shown result against the high density aureus culture.**



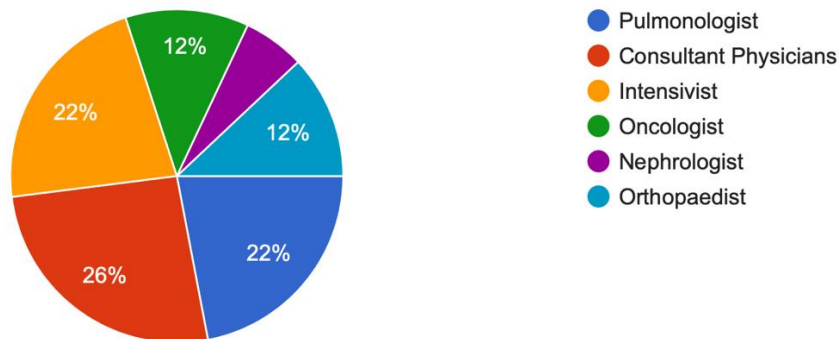
CHEMICAL STRUCTURE OF LEVONADIFLOXACIN



DATA ANALYSIS AND INTERPRETATION

DOCTOR'S SURVEY ANALYSIS-

Speciality
50 responses



ANALYSIS:

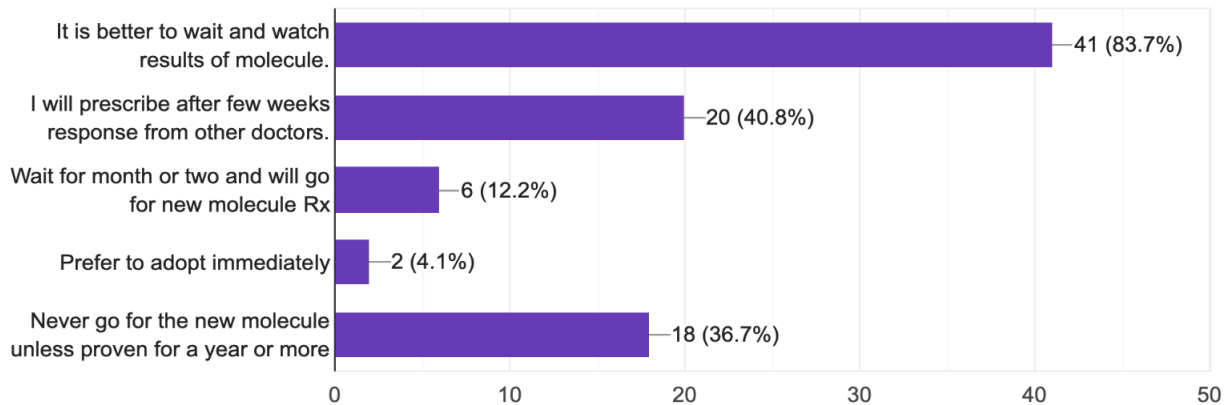
- It can be seen from the graph that this market research consisted of consultant physician in majority.

INTERPRETATION:

- It can be seen that 26% of the survey consisted of consultant physician which shows that more number of questions were answered by them.

Whenever a New molecule is launched in this segment, what is your response while adopting it?

49 responses



ANALYSIS

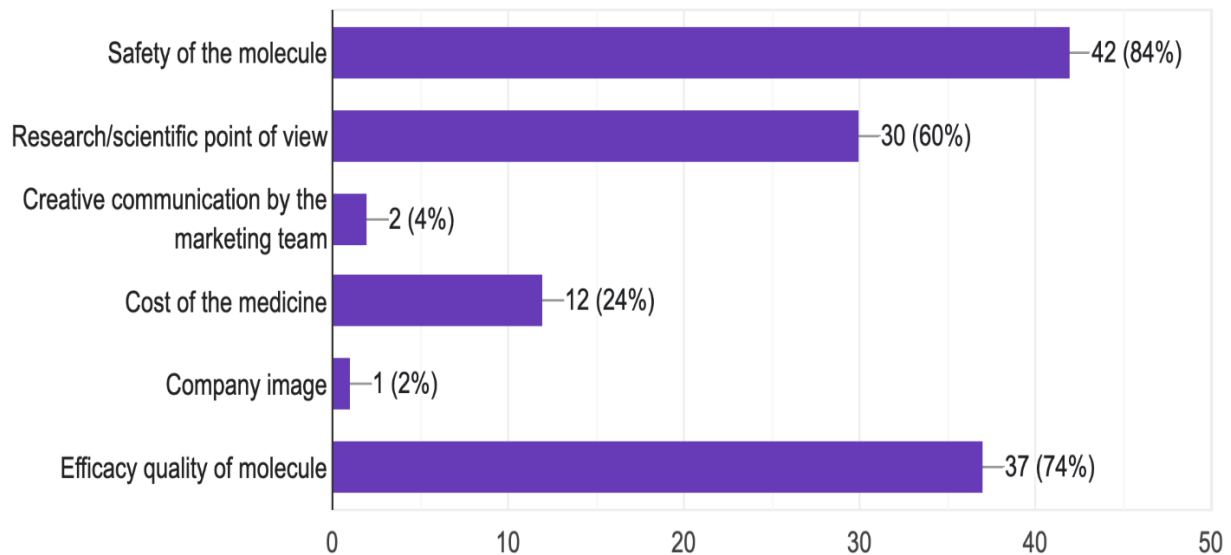
- In this market survey, it was found that 83.7% of doctors were saying it is better to wait and watch the results of molecule before prescribing.
- It was found that only 4.1% of doctors were ready to adopt the new molecule immediately.

INTERPRETATION

- It was found that the most doctors were not ready to adopt the new molecule immediately, only a few doctors were ready to use it immediately.

Doctor which of the following attributes influences your Prescription?

50 responses

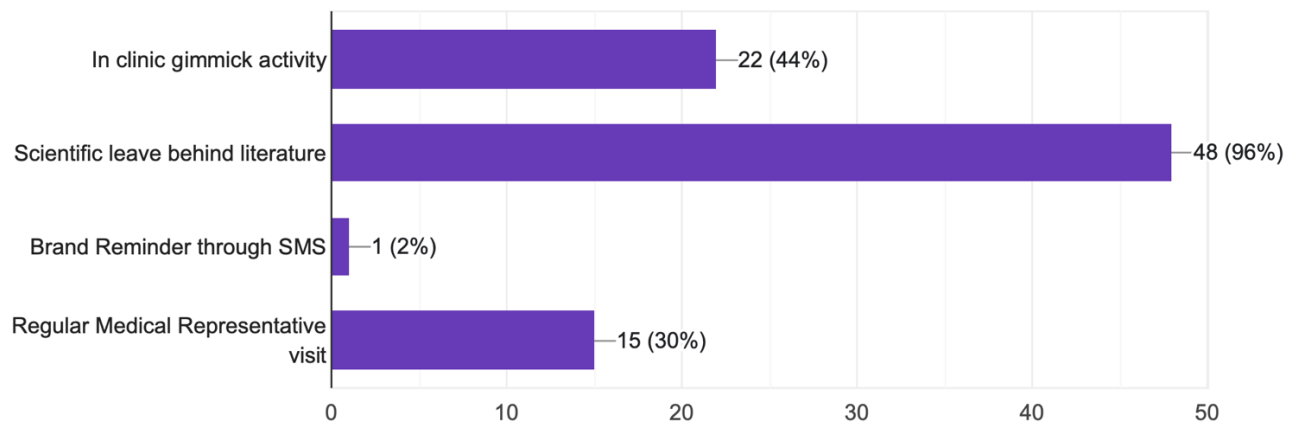


ANALYSIS & INTERPRETATION:

- It was found that 84% of doctor's prescription depends upon the safety of the molecule followed by 37% efficacy quality of the molecule and 30% research and scientific point of view.
- Only 2% of doctors prescription depends upon companies image.

Doctor which of the following activities will help you to prescribe the Levonadfloxacine?

50 responses

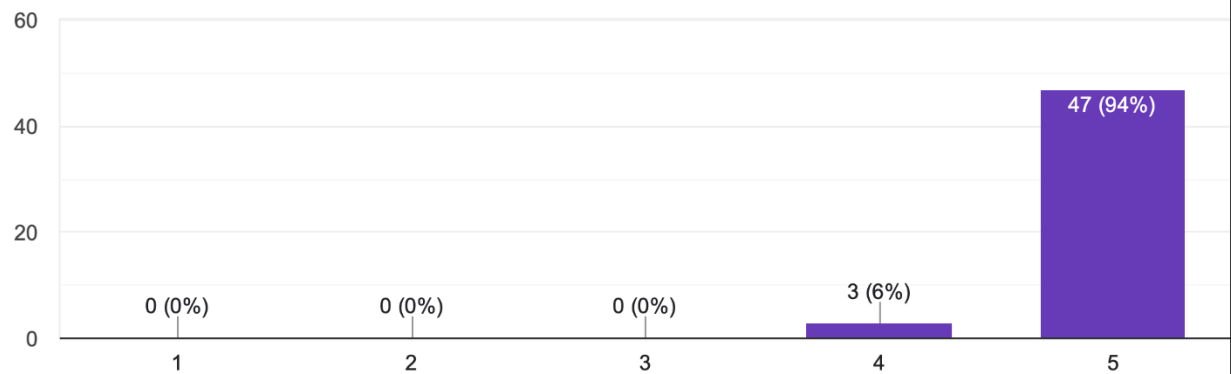


ANALYSIS & INTERPRETATION:

- It was found that Scientific- leave-behind literature influences 96% of prescriptions followed by 44% by in-clinic gimmick activity and 30% by regular MR visits.
- Brand Reminder through SMS contributes only 2% doctor's prescriptions.

Doctor, after prescribing Levonadifloxacin to patient, how effectively it helps in treating gram positive pathogens? Please rate on scale of 1 to 5.

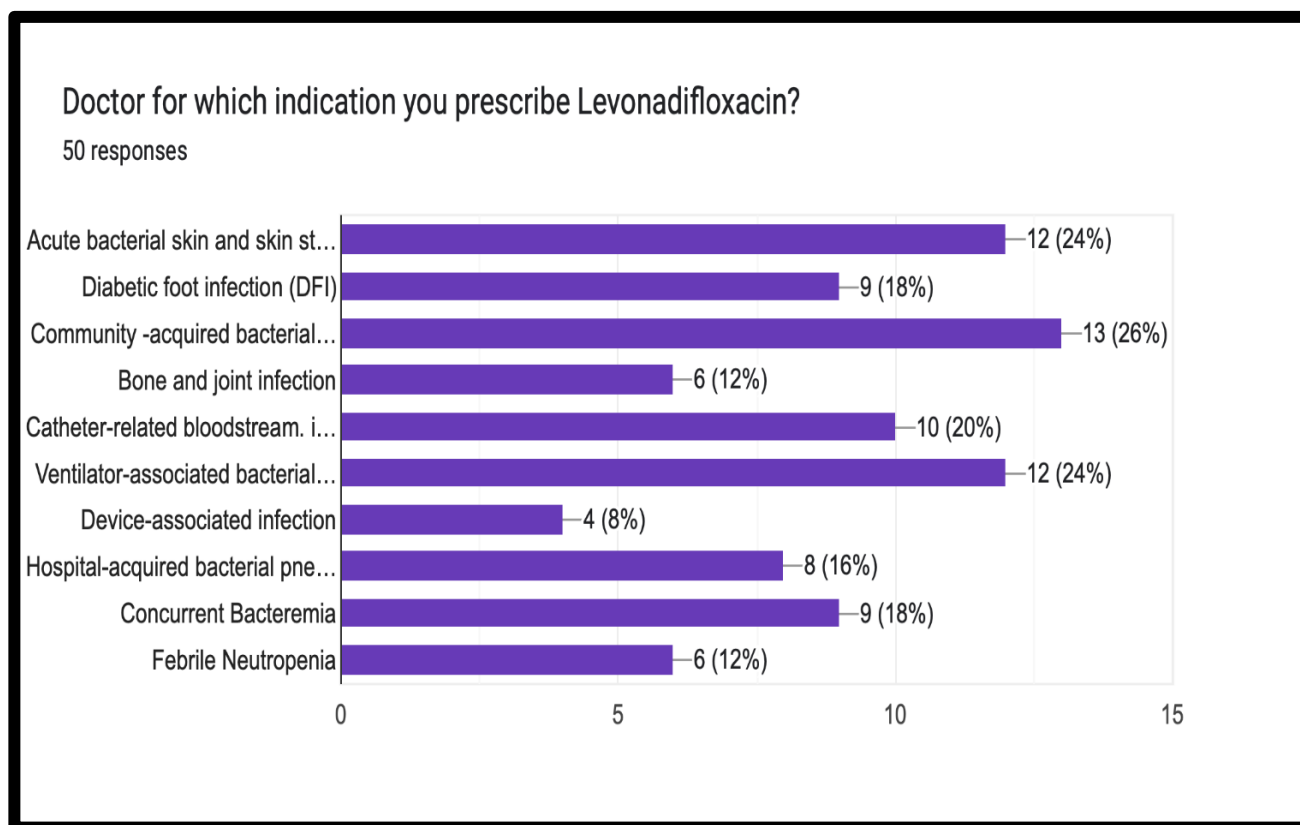
50 responses



ANALYSIS & INTERPRETATION:

- It was found that 94% of doctors rated 5 and only 6% of doctors rated 4.
- It was seen that doctors were finding it effective in gram positive pathogen.

INDICATION ANALYSIS:-



ANALYSIS & INTERPRETATION:

- For Community-acquired bacterial pneumonia, it was found that 26% of doctors were prescribing.
- Only 4% of doctors were prescribing for Device-associated infection.

FINDINGS

This survey was conducted with the objective to gather information of the prescription behaviour and adaptability of doctors towards the new molecule i.e. Levonadifloxacin (Research molecule by Wockhardt Ltd).

- In this survey, it was found that the consultant physicians were the most cooperative speciality.
- Most of the doctors were saying it is better to wait and watch for the results before prescribing.
- It was found that the safety of the molecule and efficacy of the molecule influences the doctor's prescription.
- It was found that scientific leave-behind literature and in-clinic gimmick activity influence the doctor's prescription.
- It was seen that Levonadifloxacin is majorly used for community-acquired bacterial pneumonia.
- It was seen most of doctors found it effective against the gram-positive pathogens.

CONCLUSION

The pharmaceutical marketing is a vibrant area in terms of growth, The pharma industry has a lot of yet untapped potential and with the new products coming on. It will be really interesting to see how the industry would mature over the coming years.

New products are entering into the market every day. With each product entering into the market, there has been a steep rise in the competition. The doctors and chemists may get attracted to the new products for different reasons. It just depends on the way a marketer presents the product to them.

There is only “EMROK” brand available which consist of Levonadifloxacin and there are many indirect competitor brands available with a different composition. Each product is having cutthroat competition with the other products and hence it is very important for any company to project the product in the best possible manner and also target the correct population for the most prevailing disease.

According to my research. I feel the combination of “Levonadifloxacin” has good potential in the market only if it is focused towards people suffering from MRSA Gram-positive pathogen. Since as per my research and findings it is one of the most prevalent diseases in today’s time.

I have put in my best to give all the required information and also I have analysed the matters to the best of my abilities.

ANNEXURE

